

In the Claims:

1. (currently amended) A book format package comprising:  
a cover,  
the cover further comprising a rigid front and a rigid back,  
the cover further comprising a flexible spine disposed  
between the rigid front and the rigid back,  
a stack of ~~one or more~~ a plurality of rigid trays,  
a binding material adhesive placed on the flexible spine,  
and  
each rigid tray of the stack of ~~one or more~~ the plurality of  
rigid trays attached to the cover at the flexible spine by curing  
the adhesive.
2. (currently amended) The apparatus of claim 1, wherein  
the rigid front and rigid back wrap around opposite sides of the  
stack of ~~one or more~~ rigid trays.
3. (original) The apparatus of claim 1, wherein the rigid  
trays hold compact discs, DVDs, digital media, or descriptive  
materials.
4. (original) The apparatus of claim 1, wherein the front  
and back hold compact discs, DVDs, digital media, or descriptive  
materials.
5. (currently amended) The apparatus of claim 1, wherein  
~~graphic surfaces cover~~ the rigid front and the rigid back  
comprise graphics thereon.
6. (original) The apparatus of claim 1, wherein leafing  
through individual rigid trays raises a subsequent rigid tray.

7. (original) The apparatus of claim 1, wherein the binding material adhesive is heated to about 150 C for curing the adhesive.

8. (currently amended) A book format package comprising:  
a cover,  
the cover further comprising a front and a back,  
the cover further comprising a flexible spine disposed between and interconnecting the front and the back,  
a stack of ~~one or more~~ a plurality of trays,  
a binding material adhesive placed on an inside of the flexible spine, and

each tray of the stack of ~~one or more~~ the plurality of trays attached to the cover at the flexible spine by the binding material.

9. (currently amended) The apparatus of claim 8, wherein the front and back lie against opposite front and rear surfaces of the stack of ~~one or more~~ trays.

10. (original) The apparatus of claim 8, wherein the trays hold compact discs, DVDs, digital media, or descriptive materials.

11. (original) The apparatus of claim 8, further comprising inward facing trays bonded to the front and back and wherein the front and back hold compact discs, DVDs, digital media, or descriptive materials.

12. (currently amended) The apparatus of claim 8, wherein the front and back are rigid and surface coverings with graphics

thereon cover the rigid front and the rigid back.

13. (original) The apparatus of claim 8, wherein leafing through individual rigid trays raises a subsequent rigid tray.

14. (original) The apparatus of claim 8, wherein the binding material adhesive is heated for curing the binding material.

15. (currently amended) A method of forming a book format package comprising:

providing a cover,

providing the cover with a rigid front and a rigid back,

providing a flexible spine and interconnecting the rigid front and the rigid back with the flexible spine,

providing a stack of ~~one or more~~ trays,

providing a binding material adhesive between the flexible spine and the stack of ~~one or more~~ trays,

attaching each tray of the stack of ~~one or more~~ trays attached to the flexible spine by the binding material adhesive, and

covering a front and back of the stack of ~~one or more~~ trays with the rigid front and the rigid back.

16. (currently amended) The method of claim 15, further comprising wrapping the rigid front, the flexible spine and rigid back around opposite sides of the stack of ~~one or more~~ trays.

17. (original) The method of claim 15, further comprising holding compact discs, DVDs, digital media, or descriptive materials in the trays.

18. (original) The method of claim 15, further comprising holding compact discs, DVDs, digital media, or descriptive materials on the rigid front and the rigid back.

19. (currently amended) The method of claim 15, ~~further comprising providing graphic surface coverings on~~ wherein the rigid front and the rigid back comprise graphics thereon.

20. (original) The method of claim 15, further comprising heating the binding material adhesive and curing the binding material adhesive.